Claim 1 (amended). A method of adjusting a quantity of ink supplied to a printing material by a printing machine, which comprises:

adjusting a quantity of ink as a function of a printing speed, and including, upon the occurrence of a change in the printing speed, making a change in the quantity of ink as a function of an area coverage to be printed; and

changing an ink stripe length for adjusting a requisite quantity of ink.

Claim 3 (amended). The method according to claim [2] 1, which includes: storing characteristics for the ink stripe length for various area coverages as a function of the printing speed and, upon the occurrence of a change in the printing speed, varying the ink stripe length in accordance with a respective characteristic.

Claim 6 (amended). A device for printing a printing material, comprising:

an ink duct having an ink duct roller, a pivotable ductor roller and a transfer roller, said ductor roller to be brought into contact both with said ink duct roller and said transfer roller, said transfer roller serving for transferring a

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quantity of ink transferrable from said ductor roller to the printing material via further rollers; and

concluded

a control device for adjusting a contact length of said ductor roller on said ink duct roller as a function of printing speed, said control device being connected to a memory having stored therein values for an ink stripe length as a function of the printing speed and an area coverage to be printed, said control device serving for adjusting the ink stripe length as a function of the printing speed and the area coverage.